

Visual Communications

Course Code: 05204

Rationale Statement:

FashionClub.com (www.fashionclub.com) states that, “Visual Communications is a field that combines creative talents with a savvy sense of what makes products sell. A Visual Designer creates exciting themes and displays for store windows, in-store displays, trade shows, galleries, and special events. Professionals in this field also create visual presentations for sporting events, theatrical and musical performances, museums, zoos, historical sites, amusement parks, and nature parks.

The United States Bureau of Labor Statistics Career Guide to Industries (www.bls.gov/oco/cg/cgs031.htm) states, “...this industry includes about 115,000 establishments, ranging from art museums to fitness centers. The diverse range of activities offered by this industry can be categorized into three broad groups—live performances or events; historical, cultural, or educational exhibits; and recreation or leisure-time activities.”

Suggested Grade Level: 10-12

Topics Covered:

- Career opportunities
- Color theory
- Principles and elements of design
- Technical skills (photography, image editing, graphic design, publishing)
- Graphic identity of organizations
- Visual presentations

Core Technical Standards & Examples:

Indicator #1: Summarize opportunities in visual communications	
Bloom's Taxonomy Level	Standards and Examples
Understanding	VC1.1 Compare career opportunities in the area of visual communications Examples: <ul style="list-style-type: none">• Research opportunities for employment in visual communications• Interview a professional working in the area of visual communications

	<ul style="list-style-type: none"> • Research the requirements, skills, wages, education, and geographic opportunities in the area of visual communication • Shadow a visual communications professional
Indicator #2: Apply knowledge and skills related to visual communications	
Bloom's Taxonomy Level	Standards and Examples
Understanding	<p>VC2.1 Interpret use of color theory in visual presentations</p> <p>Examples:</p> <ul style="list-style-type: none"> • Complete a web quest on color theory • Create a color wheel and a value and intensity chart • Find illustrations showing examples of various color schemes
Understanding	<p>VC2.2 Interpret use of elements and principles of design in visual presentations</p> <p>Examples:</p> <ul style="list-style-type: none"> • Create a notebook of examples of effective elements and principles of design • Review an existing visual communications product for elements and principles of design
Applying	<p>VC2.3 Implement technical skills necessary for visual presentations</p> <p>Examples:</p> <ul style="list-style-type: none"> • Research the principles of visual presentation design • Shoot photographs for a specific scenario • Use image editing software to enhance a photograph • Use graphic design software to create a personal logo • Use publishing software to layout a personal business card
Indicator #3: Create visual media that impacts image and identity	
Bloom's Taxonomy Level	Standards and Examples
Evaluating	<p>VC 3.1 Critique graphic identity of organizations</p> <p>Examples:</p> <ul style="list-style-type: none"> • Study logos of several companies and discuss effectiveness • Redesign an existing logo • Develop a checklist for effectiveness in advertisements • Develop a magazine advertisement for an existing company

	<ul style="list-style-type: none"> • Create a presentation on good package design • Redesign new packaging for an existing company • Review the signage of several local companies
Creating	<p>VC 3.2 Produce visual presentations that persuade</p> <p>Examples:</p> <ul style="list-style-type: none"> • Develop an effective presentation for selected merchandise • Create a window display for a local business • Create visual communication products for an event